

ORDER



Orders	Order / Rev:	172485
	Alt Order #:	
	Product Desc:	Wisconsin Gaming
	Estimate:	Wisconsin Gaming Enough Already
	Flight Dates:	12/11/12 - 12/23/12
	Original Date / Rev:	11/26/12 / 11/26/12
	Order Type:	GENERAL

	WDJT-TV-LP
Primary AE:	Jim Held
Sales Office:	MILW
Sales Region:	LOC

Agency	Name:	Nonbox/Eisner
	Buying Contact:	Carmen McKinley
	Billing Contact:	
		5307 S. 92nd Street
		Hales Corners, WI 53130

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Wisconsin Gaming
	Demographic:	HH
	Product Codes:	PL Issue
	Priority:	POL
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/23/12	21	\$9,050.00	\$7,692.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	21	\$9,050.00	\$7,692.50	0.00
Totals	21	\$9,050.00	\$7,692.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Held			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	15%	\$9,050.00
Market	100%	\$60,333.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$18,100.00
WITI	30%	\$18,100.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$15,083.33
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	12/11/12	12/20/12	M-F 5pm News	CM	5p-530p	11111--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
				M-F 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-1-1---		2				\$350.00		0.00			
		Week: 12/17/12	12/23/12	-111---		3				\$350.00		0.00			
E 3	WDJT	12/11/12	12/20/12	M-F Late News	CM	10p-1035p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
				M-F Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Alt Order #:
Flight Dates: 12/11/12 - 12/23/12

Advertiser: Wisconsin Gaming
Product Desc: Wisconsin Gaming
Estimate: Wisconsin Gaming Enough Already
WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	12/11/12	12/20/12	M-F Late News M-F Late News	CM	10p-1035p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-11----					2	\$700.00		0.00			
		Week: 12/17/12	12/23/12	-111---					3	\$700.00		0.00			
E 4	WDJT	12/15/12	12/22/12	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-----1-					1	\$700.00		0.00			
		Week: 12/17/12	12/23/12	-----1-					1	\$700.00		0.00			
E 5	WDJT	12/16/12	12/23/12	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-----1					1	\$300.00		0.00			
		Week: 12/17/12	12/23/12	-----1					1	\$300.00		0.00			
E 6	WDJT	12/16/12	12/23/12	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-----1					1	\$700.00		0.00			
		Week: 12/17/12	12/23/12	-----1					1	\$700.00		0.00			
N 7	WDJT	12/11/12	12/20/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	11111--	:30	5	\$80.00	P-1	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-1-1---					2	\$80.00		0.00			
		Week: 12/17/12	12/23/12	-111---					3	\$80.00		0.00			
													Totals	21	\$9,050.00